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# OHIO

## The Key State for National Advertisers

**The Columbus Dispatch**
**Ohio's Greatest Home Daily**

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# OHIO

*the Key State for the National Advertiser*

*Published by*

**The Columbus Dispatch.**

*Ohio's Greatest Home Daily*

COLUMBUS, OHIO

1921

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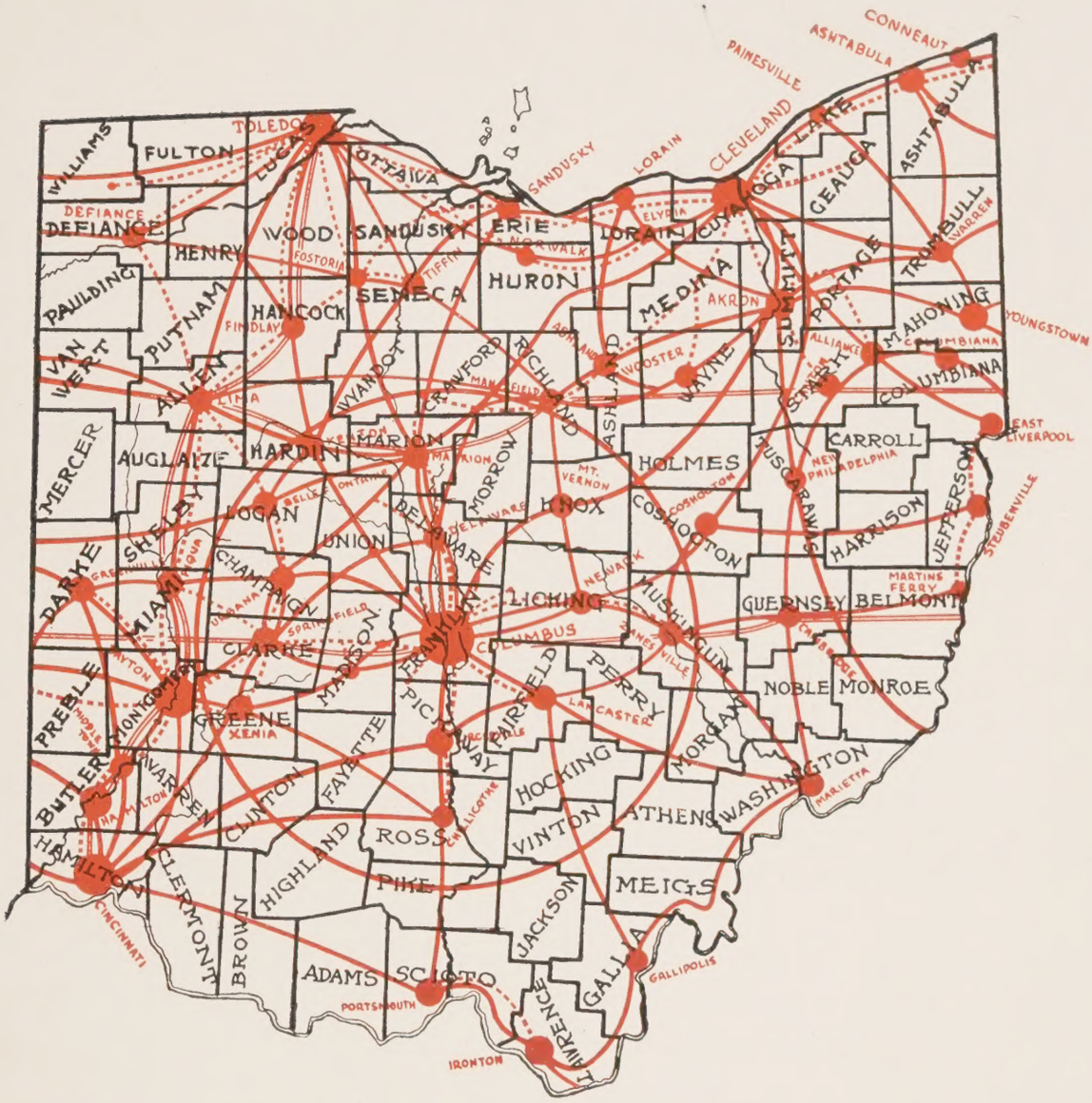
The Columbus Dispatch.
COLUMBUS, OHIO

# *The State of OHIO*




*Map of Ohio showing the Industrial Centers, Rail Transportation, The Sizeable Cities.*

———— Steam Railways
..... Electric Railways
═══════ National Highways

Red circle shows circulation radius of The Columbus Dispatch.

OHIO IS THE *FIRST* LOGICAL MARKET



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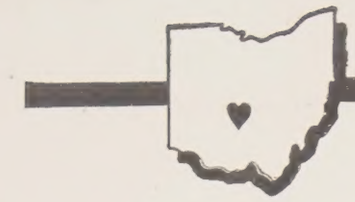
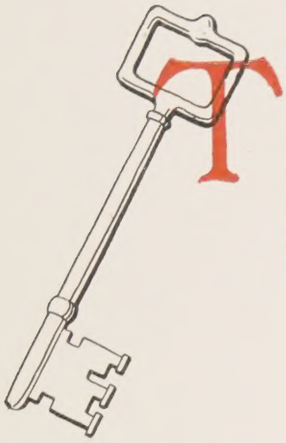


# *The OHIO Market, the Barometer for the National Advertiser*



THIS is a book of comprehensive facts. It tells in figures, in illustration and in story why the State of Ohio is recognized as the *key state* for the National Advertiser. It shows with facts that OHIO AS A STATE IS THE BAROMETER FOR NATIONAL MERCHANDISING.

It is our purpose to prove in the following pages—

—that Ohio is the ideal state for the launching of national merchandising campaigns;

—that her wealth is equitably distributed;

—that her industries are diversified, with agriculture dominant;

—that her population is advantageously distributed;

—that her location in the industrial center of the United States gives access to the sources of supply to which shipping facilities are ample and rates reasonable;

—that her percentage of English speaking and English reading people is far above the average;

—that her daily newspapers are read in the vast majority of the homes.

# *OHIO'S Rank in Total Resources as Compared with other Leading States*

*Population*

| | |
|---|---|
| New York | 10,384,144 |
| Pennsylvania | 8,720,159 |
| Illinois | 6,485,098 |
| OHIO | 5,759,368 |

*Assessed Valuation*

| | |
|---|---|
| New York | $13,160,287,000 |
| OHIO | 10,633,102,422 |

*Manufactured Products*

| | |
|---|---|
| New York | $3,814,661,000 |
| Pennsylvania | 2,832,350,000 |
| Illinois | 2,247,323,000 |
| OHIO | 1,782,808,000 |

*Value of All Crops and Live Stock*

| | |
|---|---|
| Iowa | $1,566,920,000 |
| Illinois | 1,371,679,000 |
| Texas | 1,150,651,000 |
| Minnesota | 905,545,000 |
| OHIO | 904,400,000 |

*Total Resources of National Banks*

| | |
|---|---|
| New York | $6,442,005,000 |
| Pennsylvania | 2,496,905,000 |
| New Jersey | 1,568,312,000 |
| Illinois | 1,537,759,000 |
| OHIO | 1,040,976,000 |

*Manufactures in Cities of 10,000 or More*

*Classified by States*

| | No. Plants | Wage Earners | Horsepower | Val. of Prod. |
|---|---|---|---|---|
| New York | 39,066 | 904,817 | 1,369,788 | $3,319,199,000 |
| Illinois | 13,218 | 408,796 | 985,294 | 1,843,241,000 |
| Pennsylvania | 15,750 | 578,387 | 1,882,050 | 1,785,882,000 |
| Massachusetts | 9,925 | 508,647 | 1,095,190 | 1,395,519,000 |
| OHIO | 9,588 | 387,632 | 1,324,744 | 1,380,537,000 |

THE COLUMBUS DISPATCH GOES INTO 76 OF OHIO'S 88 COUNTIES

# *OHIO and Her 5,760,000 People*

THE STATE OF OHIO with its 5,759,368 persons—1920 census—ranks fourth in population. These figures show an increase of approximately 1,000,000 in ten years or 20.8 per cent during the decade from 1910 to 1920.

The density of population is 140.3 per square mile compared with 117 in 1910 and 102.1 in 1900.

As compared with New York State, the most populous in the Union, Ohio shows a larger percentage of gain. New York State gained 13.9 per cent in ten years, 6.9 per cent less than Ohio. The population of Ohio is approximately one-twentieth of the total population of the United States and 53 per cent of its great commonwealth are native born whites.

It is a well founded, universally recognized fact that Ohioans are keen, alert and progressive, whether it be in commercial, industrial or agricultural pursuits. They employ the most modern and the most scientific methods of equipment. The development of Ohio has been uniform, as is attested by the fact that her wealth is liberally and equitably distributed.

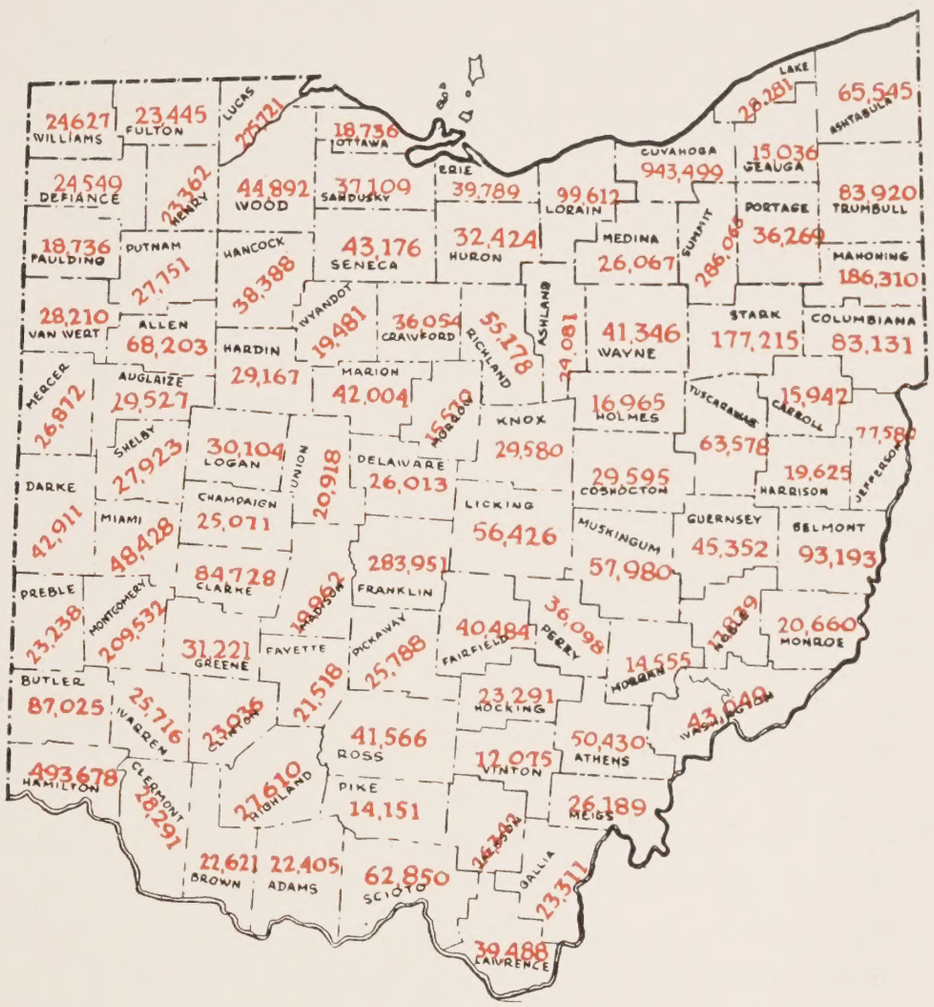
Assuming that the average family consists of four persons, Ohio has 1,439,345 families or 35.4 per square mile. Of these 256,695 families live on farms. These farms have a total acreage of 23,515,888, making approximately seven farm families per square mile. The remaining 1,182,650 families live in cities, towns or villages. Of these there are approximately 275 families per square mile.

Ohio is divided into 88 counties with a combined area of 41,040 square miles.

Ohio leads all other states in the number of cities with a population of 25,000 or more—the 1920 census showing 21. There is one city, Cleveland, with a population of approximately 800,000; there are six cities of more than 100,000 population; two between 50,000 and 100,000; twelve between 25,000 and 50,000; twenty-nine between 10,000 and 25,000; forty-four between 5,000 and 10,000; fifty-four between 2,500 and 5,000; and six hundred and seventy-two villages under 2,500.

The total number of towns and trading centers in Ohio is 2,930.

# *The Distribution of OHIO'S Population by Counties*




*Ohio Cities with more than 25,000 population*

| | | | |
|---|---|---|---|
| Akron | 208,435 | Mansfield | 27,824 |
| Canton | 87,091 | Marion | 27,891 |
| Cincinnati | 401,247 | Newark | 26,718 |
| Cleveland | 796,836 | Portsmouth | 33,011 |
| Columbus | 237,031 | Springfield | 60,840 |
| Dayton | 152,559 | Steubenville | 28,508 |
| East Cleveland | 27,292 | Toledo | 243,109 |
| Hamilton | 39,675 | Warren | 27,050 |
| Lakewood | 41,732 | Youngstown | 132,358 |
| Lima | 41,306 | Zanesville | 29,569 |
| Lorain | 37,295 | | |

THE COLUMBUS DISPATCH IS *FIRST* IN CENTRAL OHIO

# *OHIO'S Mighty Purchasing Power*

THE DEPOSITS in the state banks of Ohio reached the unprecedented total of $1,269,000,000 according to the official report issued December 31, 1920. These figures were compiled from returns made by 767 banking institutions of the state. They represented a gain of $120,000,000 over 1919 or an average of $10,000,000 a month.

Ohio leads all other states in the growth and development of building and loan associations with total resources in January 1921 of $497,790,287, or an average of approximately $429.08 for each account.

The records of the Federal Reserve Bank for 1920 show that the total number of national bank depositors in Ohio aggregated 1,124,000. The total resources of the National Banks of the state as of the called statement of December 29, 1920 were $1,066,584,000.

According to reports made to the Ohio Industrial Commission, there were in 1920, 1,284,903 wage earners employed in all industries exclusive of mining, quarrying and agriculture, receiving wages amounting to $1,400,195,854 or $1,400 per working family.

The people of Ohio, to the number of 3,276,003 subscribed for $1,047,637,500 in Liberty Bonds of the first four issues. In the purchase of War Saving Stamps for the years 1918, 1919 and 1920, Ohio led all other states with a total exceeding $135,000,000. Her purchases in 1920 represented 20 per cent of all the stamps sold. Ohio is the only state whose per capita of War Savings Stamps sales for the three years period—or since its inception—amounts to $26.15 as against the per capita of the entire nation which was only $13.57—or about one half.

Ohio's Red Cross subscriptions totaled $15,683,474. The total membership for the state is 1,376,912.

Ohio paid more taxes into the Federal treasury on income and profits in the year 1919 than 19 other states and possessions combined. This income and profits tax was paid on over a billion dollar income and excess profits. The exact amount paid was $316,794,805.16. This amount was exceeded only by New York, Pennsylvania and Illinois. 1920 figures are not now available.

# *The OHIO Market at a Glance*

| | |
|---|---|
| Population | 5,759,368 |
| Population per square mile | 140.3 |
| Number of Towns and Trading Centers | 2,930 |
| Towns under 2,500 population | 672 |
| Towns over 2,500 population | 148 |
| Urban Population | 3,677,136 |
| Rural Population | 2,082,258 |
| Land Area (square miles) | 41,040 |
| Farm Acreage | 23,515,888 |
| Improved Farm Acreage | 18,542,353 |
| Miles of Roads | 87,000 |
| Number of Farms | 256,695 |
| Farms Operated by Owners | 177,986 |
| Farms Operated by Managers | 3,065 |
| Farms Operated by Tenants | 75,644 |
| Native Born White Farmers | 241,075 |
| Foreign Born White Farmers | 14,004 |
| Negro and Non-White Farmers | 1,616 |
| Average Acres per Farm | 91.59 |
| Average Value all Property per Farm | $12,060 |
| Average Value of Land and Buildings | $10,368 |
| Average Value Land per Acre | $85.69 |
| Value of all Farm Property | $3,095,666,336 |
| Value of all Farm Land and Buildings | $2,661,435,949 |
| Value of Implements and Machinery | $146,575,269 |

# *OHIO Leads in Diversified Agriculture*

OHIO has 28,475 farmers who are worth more than $10,000 each. This is said to be more than three times as many as any other state in the Union.

The total number of white farmers in Ohio is 255,079, of which 241,075 are native born and 14,004 are foreign-born. Of the native white farmers, 165,688 are farm owners, 2,842 are managers and 72,545 are tenants. Of the foreign-born white farmers 11,245 are owners, 187 are managers and 2,572 are tenants. The 1,616 colored farmers include 1,053 owners, 36 managers and 527 tenants. The summary of these figures shows that 177,986 Ohio farmers own their farms.

Ohio has only about one-half the area of the State of Kansas and yet she outranks all other states in the Union in the diversity of farm products, a fact worthy of consideration for that very vital reason.

Ohio is a normal state. Its production and wealth do not fluctuate. If one crop should fail, other crops offset the loss.

In the southwestern part of the state is the water shed formed by the confluence of the Great and Little Miami Rivers, and here in the Miami Valley is one of the most productive agricultural sections of the world. Here year after year, acres upon acres of prize-winning corn and tobacco crops make this valley famous and its inhabitants wealthy.

On the very edges of these rich and fertile fields one hears the hum and purr of mighty industrial plants. It was in the mighty Miami Valley that Poland-China hogs were first bred pure. In Greene County there are more breeders of thoroughbred live stock than in any other county in the United States.

About Cincinnati dairying is important. In Shelby, Darke and Miami Counties, much tobacco is grown, and along the Maumee River Valley, market gardening is at its height. In eastern Ohio dairying, sheep and fruit raising take the lead.

# *Comparative Farm Valuation*

*Of All Crops and Livestock, 1919:*

| | |
|---|---|
| Iowa | $1,566,920,000 |
| Illinois | 1,371,679,000 |
| Texas | 1,150,651,000 |
| Minnesota | 905,545,000 |
| OHIO | 904,400,000 |

*Of Farm Buildings:*

| | |
|---|---|
| New York | $476,998,001 |
| Iowa | 455,504,771 |
| Illinois | 432,381,422 |
| Pennsylvania | 410,638,745 |
| OHIO | 368,257,594 |

*Of 13 Major Farm Crops, 1919:*

| | |
|---|---|
| Texas | $882,454,000 |
| Iowa | 783,818,000 |
| Illinois | 748,111,000 |
| Kansas | 555,970,000 |
| North Carolina | 491,881,000 |
| OHIO | 488,173,000 |

*Of Bushels of Corn Produced, 1919:*

| | |
|---|---|
| Iowa | 416,000,000 |
| Illinois | 301,000,000 |
| Texas | 262,134,000 |
| Nebraska | 184,186,000 |
| Maryland | 175,750,000 |
| OHIO | 162,800,000 |

*Of Number of Tons of Tame Hay Produced:*

| | |
|---|---|
| New York | 6,579,000 |
| Iowa | 5,181,000 |
| Illinois | 4,810,000 |
| Wisconsin | 4,738,000 |
| Kansas | 4,507,000 |
| Pennsylvania | 4,318,000 |
| Nebraska | 4,299,000 |
| California | 4,257,000 |
| OHIO | 3,973,000 |

*Of Agricultural Implement Dealers:*

| | |
|---|---|
| Illinois | 1,566 |
| Iowa | 1,404 |
| Minnesota | 1,070 |
| OHIO | 1,002 |

*Of Pounds of Tobacco Produced, 1919:*

| | |
|---|---|
| Kentucky | 456,500,000 |
| North Carolina | 310,240,000 |
| Virginia | 131,100,000 |
| Tennessee | 88,000,000 |
| South Carolina | 81,000,000 |
| OHIO | 77,400,000 |

*Of Bushels of Potatoes, 1919:*

| | |
|---|---|
| New York | 39,567,000 |
| Michigan | 28,688,000 |
| Wisconsin | 28,200,000 |
| Minnesota | 26,100,000 |
| Pennsylvania | 25,400,000 |
| Maine | 24,489,000 |
| Virginia | 11,495,000 |
| California | 11,352,000 |
| Colorado | 11,040,000 |
| New Jersey | 10,560,000 |
| OHIO | 9,300,000 |

*Of Bushels of Wheat, 1919:*

| | |
|---|---|
| Kansas | 151,001,000 |
| Illinois | 65,675,000 |
| Nebraska | 61,675,000 |
| Missouri | 59,886,000 |
| OHIO | 58,124,351 |

*Of Bushels of Oats, 1919:*

| | |
|---|---|
| Iowa | 196,182,000 |
| Illinois | 123,060,000 |
| Texas | 94,500,000 |
| Minnesota | 90,160,000 |
| Wisconsin | 78,123,000 |
| Nebraska | 69,962,000 |
| Indiana | 20,225,000 |
| South Dakota | 53,650,000 |
| OHIO | 51,858,000 |

THE COLUMBUS DISPATCH IS A PART OF CENTRAL OHIO'S DAILY HOME LIFE

# *OHIO Farm Valuation Exceeds $3,000,000,000*

OHIO'S farm property valuation is placed at $3,095,666,336 in the 1920 census, an increase of 62.7 per cent over the 1910 valuation. This property is divided into 256,695 farms with a total acreage of 23,515,888, of which 18,542,353 acres are improved. Ninety and two-tenths per cent of the land area of the State is in farms and 78.9 per cent of this farm land is improved.

The valuation of land and buildings aggregates $2,661,435,949; of implements and machinery $146,575,269, and of livestock $287,655,118. As compared with 1910 the valuation of land and buildings for 1920 shows an increase of 60.9 per cent. The increase in the valuation of implements and machinery is 186.2 per cent. Livestock shows an increase of 45.8 per cent. The average value of lands and buildings per farm is $10,368, as compared with $6,080 in 1910.

In 1919 a total valuation of farm products in Ohio amounted to nearly $1,000,000,000. Ohio in 1919 ranked fifth among the states in wheat production with 58,124,351 bushels and fifth in dairy products. More than 60,000,000 pounds of butter were produced during the year.

The corn crop for 1919 exceeded 149,844,626 bushels. The potato crop totaled 7,513,960 bushels.

# *Visualizing OHIO'S Industrial Leadership*

## *OHIO First*

- Rubber Products
- Cash Registers
- Clay Products
- Carriages
- Stoves
- Spark Plugs
- Flags, Regalia, Banners, Society Badges, Emblems
- Grindstones
- Glass Globes
- Glass Electrical Goods
- Soda Bottles
- Milk Bottles
- Mineral Water Bottles

## *OHIO Second*

- Automobiles
- Iron and Steel
- Brick
- Tile
- Printing Ink
- Lime
- Coke
- Machine Screws
- Tacks
- Sewing Machines
- Mattresses
- Spring Beds
- Coffins
- Burial Cases
- Undertakers' Goods
- Bicycles
- Motorcycles and Parts
- Street Railway Cars
- Oil Refinery Products

## *OHIO Fourth*

- Value All Manufactures
- Clothing
- Flour
- Grist Mill Products

# *OHIO, the Center of Industry*

THE INDUSTRIAL horse-power center of the nation is located in Ohio, at a spot near the town of Lodi, approximately 75 miles from Columbus, the exact geographical location being 41 degrees north latitude, 82 degrees west longitude.

The United States Census Bureau recognizes 264 different branches of manufacture and out of these, all but forty-six are industries represented in Ohio. In ten of these industries, Ohio out-ranks all other states—in eighteen, Ohio is second—in one, fourth—in another, fifth—and in another, sixth.

The combined output of automobiles in the Cities of Cleveland and Toledo is second largest in the world. In the Cleveland district, which comprises Lorain, Toledo, Cleveland, Fairport, Ashtabula and Conneaut, more ore is handled over the docks than is handled in any other district in the world. During the year 1920, total shipments of iron ore from Lake Superior district amounted to 58,634,540 tons. Ohio lake ports received a total of 29,649,245 tons or more than half of all iron ore shipped. Coal to the amount of 22,941,480 tons was shipped from all Ohio lake ports in 1920.

Youngstown, Steubenville, Canton and Middletown are famous for their great steel industries.

Akron leads the world in the production of rubber goods. In 1920 the daily average output of automobile tires was more than 65,000, giving a minimum for the year of 20,000,000, with value of $545,812,311. Fourteen Akron rubber companies have a capital of more than $275,000,000. They employ 72,397 men and women at wages and salaries in excess of $143,330,572. Akron's bank clearings in the year ending November 1, 1920 were $589,721,000. Building permits for the same period amounted to $24,301,613.

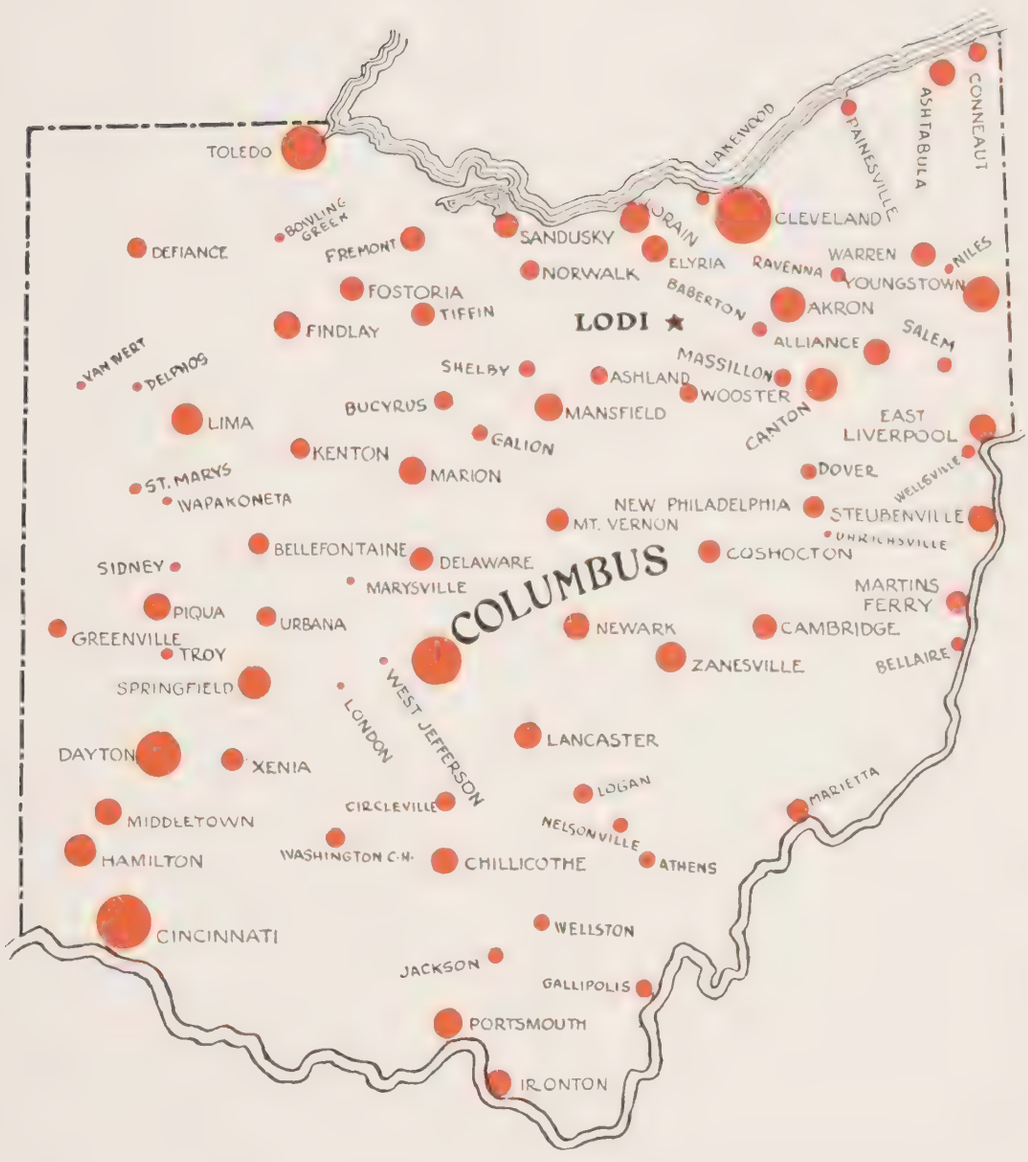
The largest potteries in the United States are in Ohio.

The largest evaporated milk plant in the world is in Ohio.

The largest cash register plant in the world is in Dayton. The 1919 output was valued at more than $30,000,000. There are 649 other establishments in Dayton, whose output for the year of 1919 was valued in excess of $200,000,000, with more than 60,000 employees.

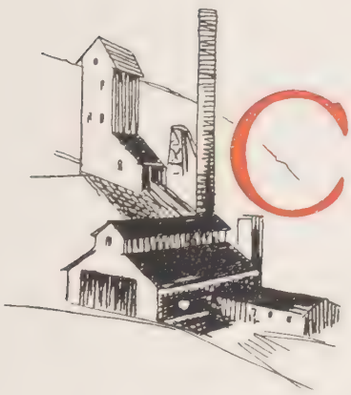
Ohio has long been an important factor in the production of petroleum. During the years of 1919-20 the Lima fields produced 455,000,000 barrels. Ohio is the home office of two of the largest independent oil companies, the assets of which total $213,380,673.

# *OHIO'S Industrial Centers Which Give Her Industrial Leadership*




★ The Center of Industrial Horse-Power in the United States.

# *OHIO Fourth in Mining Coal*



COAL IS MINED in thirty of Ohio's eighty-eight counties, practically one in every three—a fact of great significance to the industries of the State. During the year 1920, the output of her mines amounted to over 45,000,000 tons of bituminous coal, in the production of which 50,447 persons were employed, receiving $48,381,250 in wages.

Ohio stands fourth among the states of the Union in the quantity of coal mined. For the first eight months of 1920, Ohio produced 28,252,000 tons and during the month of August alone, 4,124,000 tons were mined.

For the season of 1920, there were 22,941,480 tons of coal loaded into vessels at Lake Erie Ports in Ohio alone.

## *OHIO Leads the World in Fireclay Production*

In the production of fireclay and the making of pottery, Ohio stands first in the nation, and in the world.

In 1919, fireclay to the amount of 1,811,940 tons was taken from the Ohio beds and molded into pottery, the value of which was equal to over 40% of the total value of clay wares manufactured in the United States.

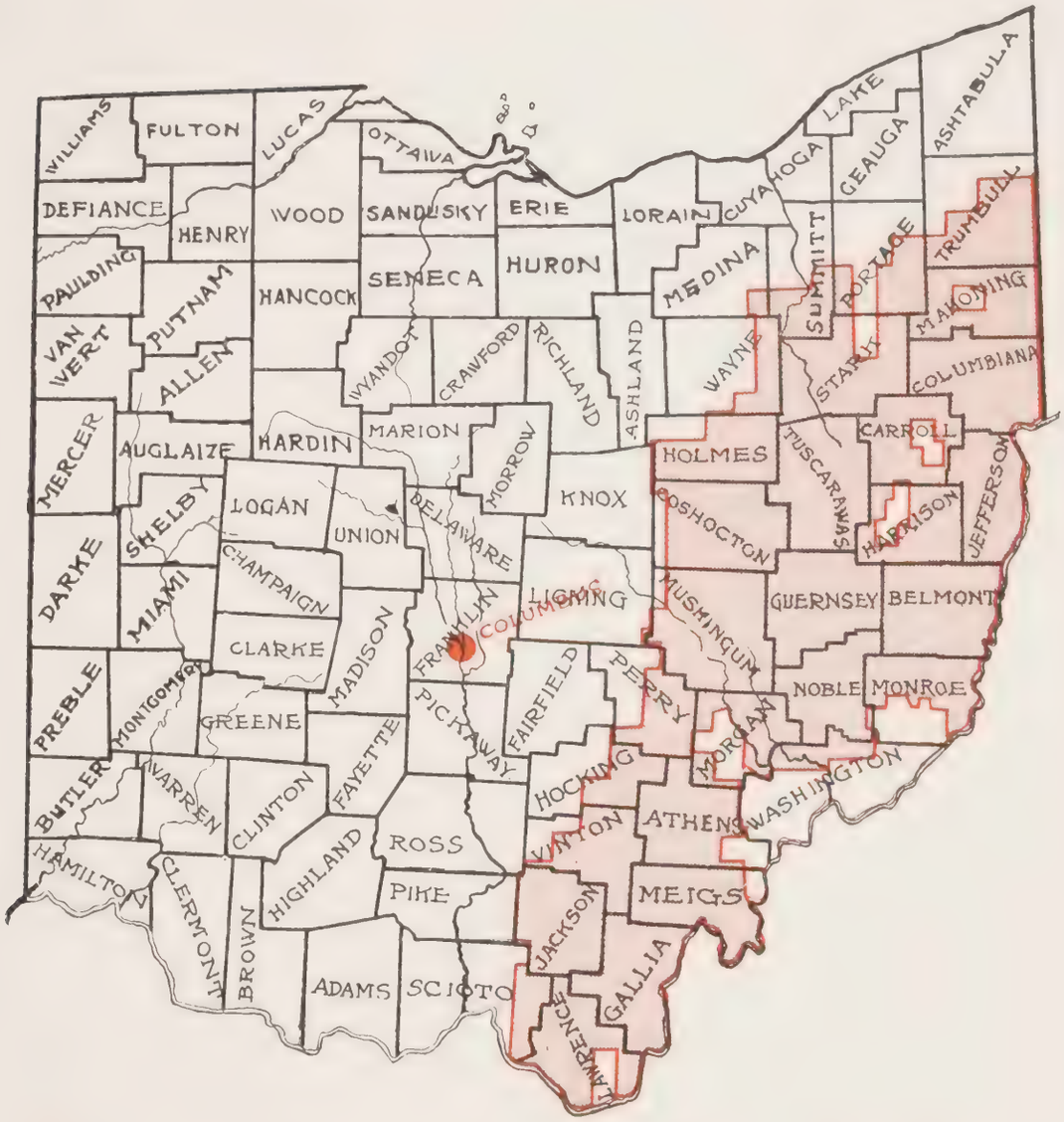
In producing this fireclay 1,230 persons were employed at wages amounting to $1,322,215.

From the State's gypsum mines were produced 251,314 tons by 193 persons, at wages totaling $275,812.

Ohio's limestone quarries yielded 8,691,885 tons, 3,400 persons being employed at wages amounting to $3,853,111.

Stone to the amount of 1,492,825 cubic feet was extracted from her stone quarries, giving employment to 2,160 persons at wages of $1,721,326.

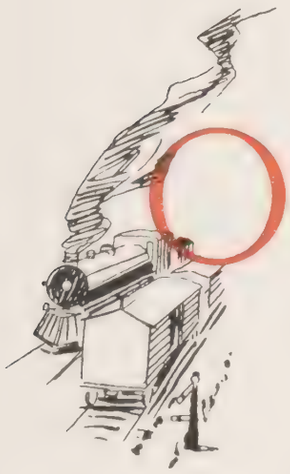
# *OHIO and Its Great Coal Producing Section*




*Shaded portion shows coal producing sections.*

*Note: Thirty of Ohio's Counties Produce Coal.*

# *OHIO and Its Great Transportation Systems*



OHIO possesses exceptional railroad facilities. The great transportation arteries from East, West, North and South pass through the state. A twenty-four hour ride will carry her business men to every important center east of the Rocky Mountains; a ten hour ride, to Chicago; a fourteen hour ride will bring them to Norfolk and to Washington. New York is reached in sixteen hours.

There are 71 steam railroads with a mileage of 8,178.73; 67 electric railroads with 2,784.31 miles and more than 87,000 miles of highways. Many of these arteries of transportation radiate from Columbus as a distributing center to every important industry in the State of Ohio.

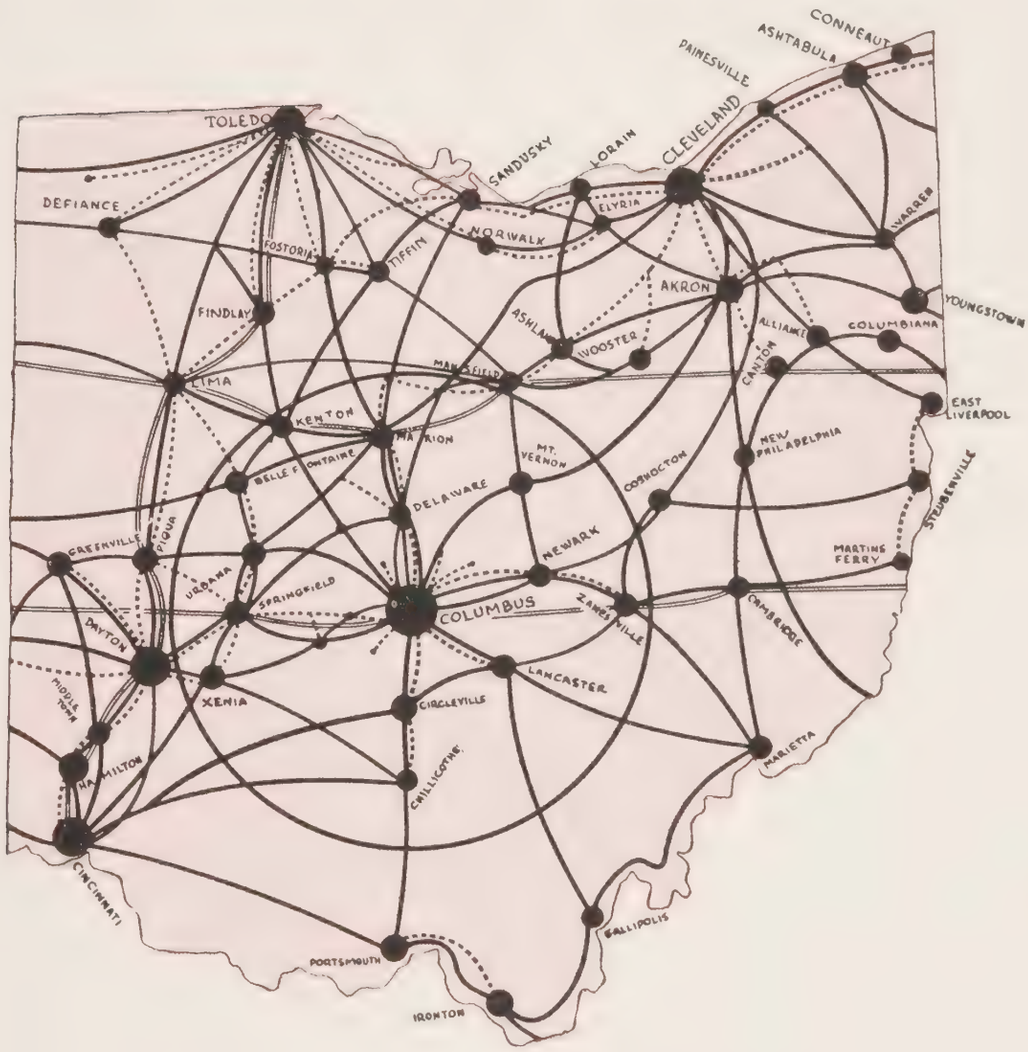
A further means of distribution is afforded by Ohio's 2,536 rural free delivery routes and by 82 motor truck express lines which daily operate over an average route of 94 miles.

Plans are now under way for developing navigable water-routes which will link up the present unused 690 miles of canals into an extensive inland water transportation system.

Ohio is a leader in road building. Over $7,000,000 were spent in 1920 for road improvement and additional expenditures are planned.

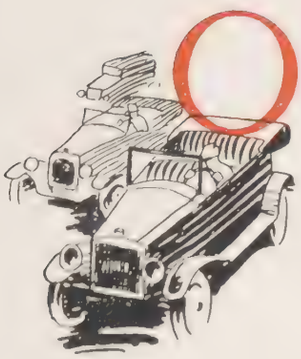
This network of transportation lines makes Ohio's industrial and agricultural centers readily accessible from all the large manufacturing zones at reasonable shipping rates.

# *OHIO and Its Great Transportation System*




——— Steam Railways
..... Electric Railways
═══ National Highways

# *OHIO Leads All Other States, Excepting New York, in Motor Cars Owned*



OHIO, with approximately half the population of the State of New York leads all other states in the union, in the number of automobiles owned and operated within its borders, with the single exception of New York.

On December 31, 1920, the passenger car and motor truck registration for Ohio was 616,800, while New York had but 651,796, or 34,996 more than Ohio.

There is one motor car for every 9.3 persons in Ohio, while New York has one motor vehicle to every 16 persons. Ohio's gain in registrations for 1920 over those of 1919 was 100,575.

There are 2,871 automobile dealers and 1,997 garages in Ohio. These figures do not include the hardware dealers, stores and smaller shop keepers, who sell automobile accessories.

Many of the great transcontinental highways, including the National, the Lincoln and the Dixie pass through Ohio. A fact that brings hundreds of thousands of visiting motorists, all buyers of automobile accessories, into the state each year.

THERE IS A MOTOR VEHICLE FOR EVERY 9.3 PERSONS IN OHIO

# *A Comparative Table of Automobiles and Trucks Registered in the Leading States, December 31, 1920*

| | Total, All Motor Vehicles |
|---|---|
| 1—New York | 651,796 |
| 2—OHIO | 616,800 |
| 3—Pennsylvania | 570,164 |
| 4—California | 568,892 |
| 5—Illinois | 568,759 |
| 6—Iowa | 537,300 |
| 7—Texas | 527,634 |
| 8—Michigan | 512,717 |
| 9—Indiana | 332,707 |

The total number of motor vehicles in the United States on December 31, 1920 was 8,887,572.

## *Number of Dealers and Service Stations*

| | Passenger Car Dealers. | Motor Truck Dealers. |
|---|---|---|
| New York | 1,883 | 1,056 |
| Pennsylvania | 2,234 | 1,430 |
| Illinois | 2,080 | 1,084 |
| OHIO | 1,832 | 1,039 |
| California | 1,429 | 726 |

| | Charging Stations | Garages | Repair Shops | Supply Dealers |
|---|---|---|---|---|
| New York | 201 | 2,763 | 3,356 | 3,422 |
| Pennsylvania | 247 | 2,869 | 3,560 | 3,586 |
| Illinois | 395 | 2,325 | 2,971 | 2,988 |
| OHIO | 277 | 1,997 | 2,596 | 2,543 |
| California | 147 | 1,628 | 2,245 | 2,014 |

THE DISPATCH REACHES AUTO OWNERS IN 76 OUT OF 88 COUNTIES

# *The Retail Dealers of OHIO*

FOR EVERY SQUARE MILE of Ohio territory there are 1.2 retail dealers. These are classified as follows:

| | |
|---|---|
| Agricultural Implements | 877 |
| Bakers | 1,655 |
| Book Sellers and Newspapers | 1,222 |
| Butchers and Meat Markets | 3,206 |
| Cigars and Tobacco | 2,403 |
| Clothing | 2,648 |
| Coal | 2,558 |
| Confectioners and Bakers | 2,093 |
| Department Stores | 339 |
| Druggists | 2,063 |
| Dry Goods | 1,689 |
| Electric Appliances | 387 |
| Florists | 848 |
| Flour, Hay and Feed | 2,258 |
| Furniture | 1,898 |
| General Stores | 5,939 |
| Grocers | 15,569 |
| Hardware | 2,478 |
| Harness | 198 |
| Jewelry | 1,481 |
| Lumber | 1,462 |
| Millinery | 1,803 |
| Musical Instruments | 970 |
| Variety Stores | 1,556 |
| Paint | 586 |
| Shoes | 3,118 |
| Sporting Goods | 283 |
| Tailors | 773 |
| Wall Paper | 397 |
| All Wholesalers | 2,600 |

OHIO DEALERS AS A WHOLE ARE THE MOST PROGRESSIVE IN THE COUNTRY

# *OHIO, a Real American State*

More than 80 per cent of Ohio's population are native born whites. Of this number more than 66-2/3 per cent are of native born parentage.

In the literacy of her people, Ohio stands high among the commonwealth of the Union. The percentage of literacy in Ohio is 96.8 while for the entire country it is only 92.3.

## *Newspapers Reach Practically Every Home*

There are 601 daily and weekly newspapers in Ohio, with a combined circulation of 2,140,344, or approximately one for every 2.5 persons.

THE COLUMBUS DISPATCH IS THE SHOPPERS GUIDE FOR OVER 150,000 PERSONS

# *Columbus, a 91%*

COLUMBUS is the Capital of Ohio and the seat of Franklin County, one of the wealthiest in the State in industry and farming. The population of the City is 237,031, according to the Fourteenth United States Census; of the County, 283,951.

Columbus is "the most American" big city in America.

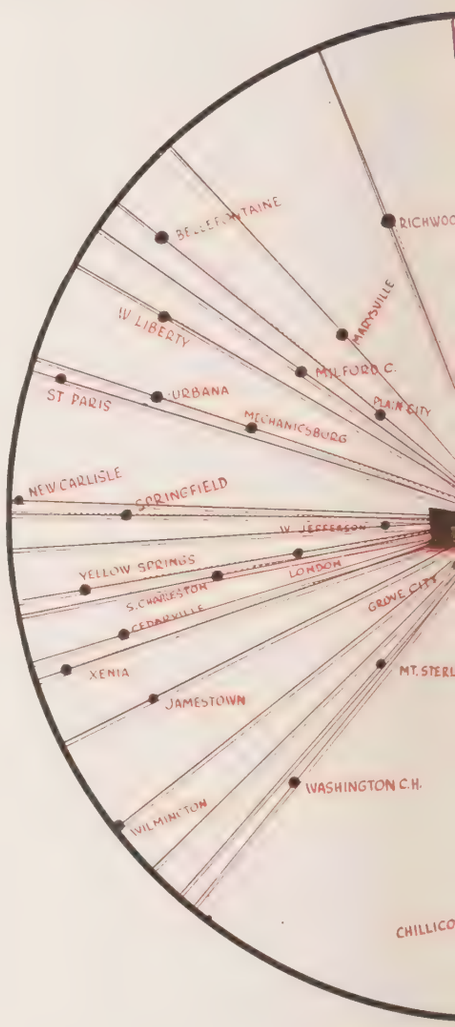
Ninety-one in every 100 persons in Columbus were born in America. Seventy-five persons out of every 100 were born in Ohio.

Of the 237,031 persons in Columbus 220,315 are white, 16,637 negroes and 79 of other races.

The total number of families in the city is 55,694, an average of slightly more than four to the family. Males of voting age number 79,525. Children of school age between 6 and 20 years number 57,926.

These population figures do not include students of Ohio State University, which, in 1920, had an enrollment of nearly 7,000. These students alone represent the potential buying power of a small city. Many shops and stores located in the University section thrive entirely on student patronage.

The State University soon will be the seat of the largest athletic stadium in the world. The structure will be erected at a cost of over $1,000,000 and will have a seating capacity of 63,000. The athletic events held here annually will attract hundreds of thousands of persons to Columbus and will make this State one of the greatest athletic centers in the Middle West.

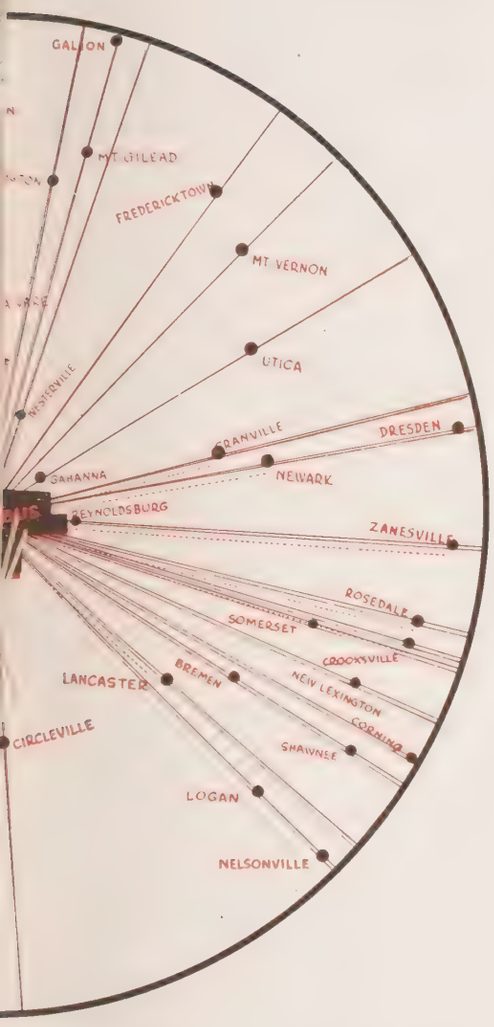



The population of Columbus is confined within 22.5 square miles, all readily reached by street car lines. This population, latest census figures show, is evenly balanced so far as the various districts are concerned. Lying immediately outside the corporate limits are suburban

# American City

residential sections, the total population being estimated at 15,000.

Columbus people are home owning. There is very little transient population and that Columbus is a city of homes is evidenced by the fact that many homes are passed down from generation to generation.




Columbus is first in Building and Loan Associations, signifying that people go to these associations for loans on new homes. Building operations in 1920 show a total valuation of 115.7 per cent increase over 1919.

Among its other notable institutions Columbus has the largest building and loan association in the world.

Columbus people have long borne a reputation for paying their bills promptly, thereby enabling Columbus merchants to pay their jobbers and manufacturers promptly, a fact that is indicative of the desirable character and living conditions of the citizens of Columbus.

Ideal labor conditions and fair tax rates have made Columbus attractive as a location for big business. There are more than 800 establishments in the city, seven of which are the largest in the world. The aggregate volume of the products of these concerns is in excess of $100,000,000 annually.

That the City has the banking power to serve its territory is proved by the fact that the bank clearings in Columbus during the year of 1920 totaled $751,010,400, or a gain of $73,864,600 over 1919.

Bank clearings in Columbus for one month alone—August 16th to September 15th, 1920—show an increase over the same period in 1919 of 10.1 per cent.

Columbus ranks twenty-second in postal deposits of the United States. There is deposited at present $774,221. Los Angeles was twenty-first and Bridgeport, Conn. follows Columbus as twenty-third.

# *Columbus, the Radiating Point of Distribution*

IN THIS remarkable state of Ohio there is located a city which is not only the geographical but actually the distributing center for the State—Columbus.

Through Columbus the principal trunk lines pass from East and West, North and South, and from the city smaller steam and electric roads radiate to all sections of the commonwealth.

There are eighteen of these steam railways entering Columbus over which 163 passenger trains pass daily.

On the eleven interurban electric railways, 440 passenger cars travel every twenty-four hours.

To supply the wants of its people there are 2,198 retail dealers divided as follows:

| | | | |
|---|---|---|---|
| Agricultural Implements | 30 | Hardware | 40 |
| Bakers | 60 | Jewelers | 72 |
| Books and Stationery | 15 | Lumber | 25 |
| Clothing | 58 | Butchers and Meat Markets | 204 |
| Confectioners | 248 | Men's Furnishings | 27 |
| Dairy | 21 | Millinery | 38 |
| Department Stores | 11 | Musical Instruments | 26 |
| Druggists | 113 | Opticians | 34 |
| Dry Goods | 86 | Photographers | 31 |
| Dyers and Cleaners | 45 | Plumbers' Supplies | 11 |
| Furniture | 65 | Shoes | 67 |
| General Stores | 11 | Tailors | 173 |
| Grocers | 572 | Wall Paper | 25 |

*There are 434 establishments which cater to the automobile public*

| | | | |
|---|---|---|---|
| Dealers | 64 | Pumps | 2 |
| Accessories | 7 | Repairers | 63 |
| Body Manufacturers | 5 | Service Stations | 7 |
| Cushions | 2 | Storage Batteries | 1 |
| Garages | 100 | Supplies | 50 |
| Goggles | 1 | Tire Repairers | 15 |
| Ignition | 1 | Top Manufacturers | 6 |
| Lamps | 2 | Truck Attachments | 1 |
| Lenses | 2 | Truck Dealers | 18 |
| Locks | 1 | Wheel Manufacturers | 1 |
| Motors | 1 | Wind Shields | 3 |
| Parts | 1 | Tire Dealers | 78 |
| Polishing | 2 | | |

# *Farms and Farm Valuation in The Dispatch Zone*

Smaller figures represent number of farms.
Larger figures represent total valuation.

# *OHIO and The Columbus Dispatch*

COLUMBUS has three newspapers and among these The Columbus Dispatch stands pre-eminent as the logical advertising medium. The Dispatch is one of America's great newspapers. It has grown from 6,412,660 lines of advertising in 1910, to 19,293,310 lines in 1920, the greatest in volume of any evening and Sunday Ohio Newspaper and fifth largest evening and Sunday in the nation.

In 1920 The Columbus Dispatch carried 1,472,690 more lines than all other Columbus papers combined. Its dominance in this territory is due not alone to its pre-eminence in advertising, but to the fact that its editorial policy is so well rounded that there is an appeal —a direct interest—in its pages for every member of the family.

## *The Columbus Dispatch Circulation Radius*

The circulation radius of The Columbus Dispatch embraces a territory approximately 120 miles in diameter, with Columbus as its center.

Included in this territory are fifteen industrial centers, a fact which makes The Columbus Dispatch circulation radius unique, for there is no large industrial section in the State save that surrounding Columbus, which includes fourteen other thriving industrial cities within a radius of 60 miles.

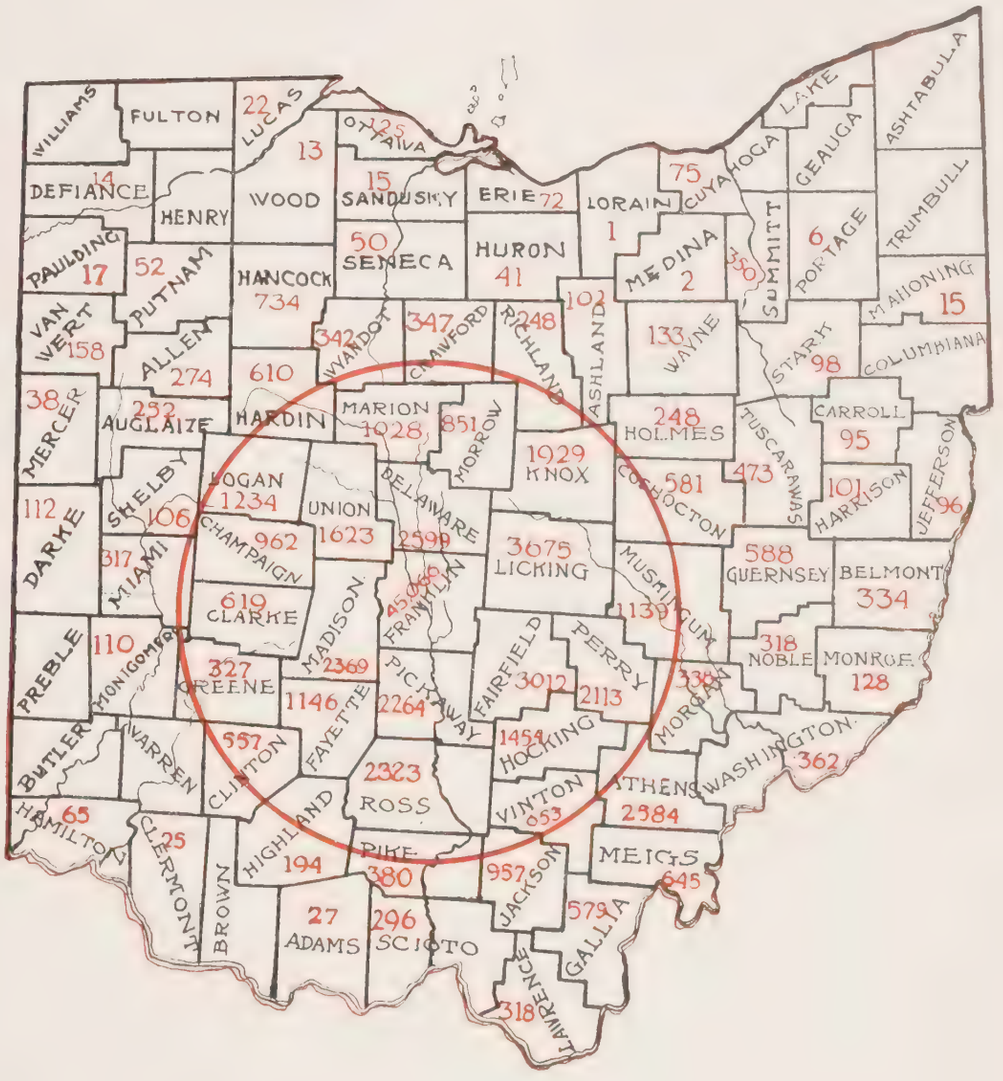
The principal centers include, outside of Columbus, Springfield, (a city of more than 60,000) Xenia, Zanesville, Newark, Chillicothe, Marion, Urbana, Lancaster, London, West Jefferson, Marysville, Bellefontaine, Delaware, and Mt. Vernon, all with important industries.

There are 31 counties embraced in this radius—wholly or in part. These are Athens, Champaign, Clark, Clinton, Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene, Hardin, Highland, Hocking, Jackson, Knox, Licking, Logan, Madison, Marion, Morgan, Morrow, Muskingum, Perry, Pickaway, Pike, Richland, Ross, Union, Vinton, Wyandot.

The Columbus Dispatch circulates in every one of these counties. Most naturally its circulation is greater in some than in others. So, to establish a means of visualizing the remarkable possibilities The Columbus Dispatch offers national advertisers, only those counties in which there is a circulation of 1,000 or more have been used as a basis.

This daily circulation index resolves the circulation radius, in which The Dispatch has a predominant prospect-getting power, into the counties of Athens, Delaware, Fairfield, Fayette, Franklin, Hocking, Knox, Licking, Logan, Madison, Marion, Muskingum, Perry, Pickaway, Ross and Union.

# *Dispatch Circulation Radiates to All Sections of OHIO*




The above figures show at a glance the Dispatch circulation by counties with intensified circulation within the circle — the heart of the State.

# *The National Advertiser and The Columbus Dispatch*

THERE ARE 191,098 families in The Columbus Dispatch circulation radius. Of these The Columbus Dispatch reaches over 75,000. It is fair to assume that there is an average of two adults to the family, each with an actual and appreciable purchasing power, so that The Columbus Dispatch is read by approximately 150,000 potential buyers.

Thus The Columbus Dispatch offers the national advertiser a particular advantage by placing his story before virtually every person with the power to purchase within its territory.

*Market Offered by The Columbus Dispatch Circulation Radius*

In the fifteen counties within The Columbus Dispatch circulation radius, which covers 6,367 square miles, there are 104,932 men and women employed. In the year 1920, their earnings amounted to $83,043,945 or $791.40 apiece.

The farm wealth for this area totals $387,127,830, which is distributed among 14,416 farm families.

Moreover, practically one-third of the largest farms in the state of Ohio lie within The Dispatch circulation radius. Of the farms between 500 and 999 acres, there are 728 in the entire state, of which 248 are within the circulation radius. Of farms of 1,000 acres or more there are 105 in the state, of which 39 are in The Dispatch radius.

# *Total Resources of the State and Private Banks in The Dispatch Circulation Radius by Counties*

| | |
|---|---|
| Athens | $ 5,250,585 |
| Delaware | 3,447,127 |
| Fairfield | 4,631,856 |
| Franklin | 24,877,388 |
| Fayette | 5,638,865 |
| Hocking | 1,274,892 |
| Knox | 3,667,674 |
| Licking | 8,983,771 |
| Logan | 4,047,969 |
| Madison | 3,517,317 |
| Marion | 6,316,510 |
| Muskingum | 9,444,558 |
| Perry | 6,422,631 |
| Pickaway | 2,005,628 |
| Ross | 6,763,797 |
| Union | 4,643,213 |
| Total | $100,933,781 |

## *Population of Cities in The Columbus Dispatch Radius*

Columbus — 237,031

| | | | |
|---|---|---|---|
| Zanesville | 29,569 | Xenia | 9,110 |
| Marion | 27,891 | Delaware | 8,756 |
| Newark | 26,718 | Washington C. H. | 7,962 |
| Chillicothe | 15,831 | Urbana | 7,621 |
| Lancaster | 14,706 | Circleville | 7,049 |
| Bellefontaine | 9,336 | Logan | 5,493 |
| Mount Vernon | 9,237 | Wilmington | 5,037 |

# *The Columbus Dispatch Service Bureau*

THE SERVICE BUREAU of The Columbus Dispatch—with all its data and personnel—is at the command of advertisers without charge. The data consists of reports based upon actual investigations among dealers in cities and towns in The Dispatch circulation radius.

Analyses of industrial conditions are also made by the members of the Bureau. And these surveys will be found of great value to National Advertisers in the planning of their sales campaigns and the routing of their salesmen.

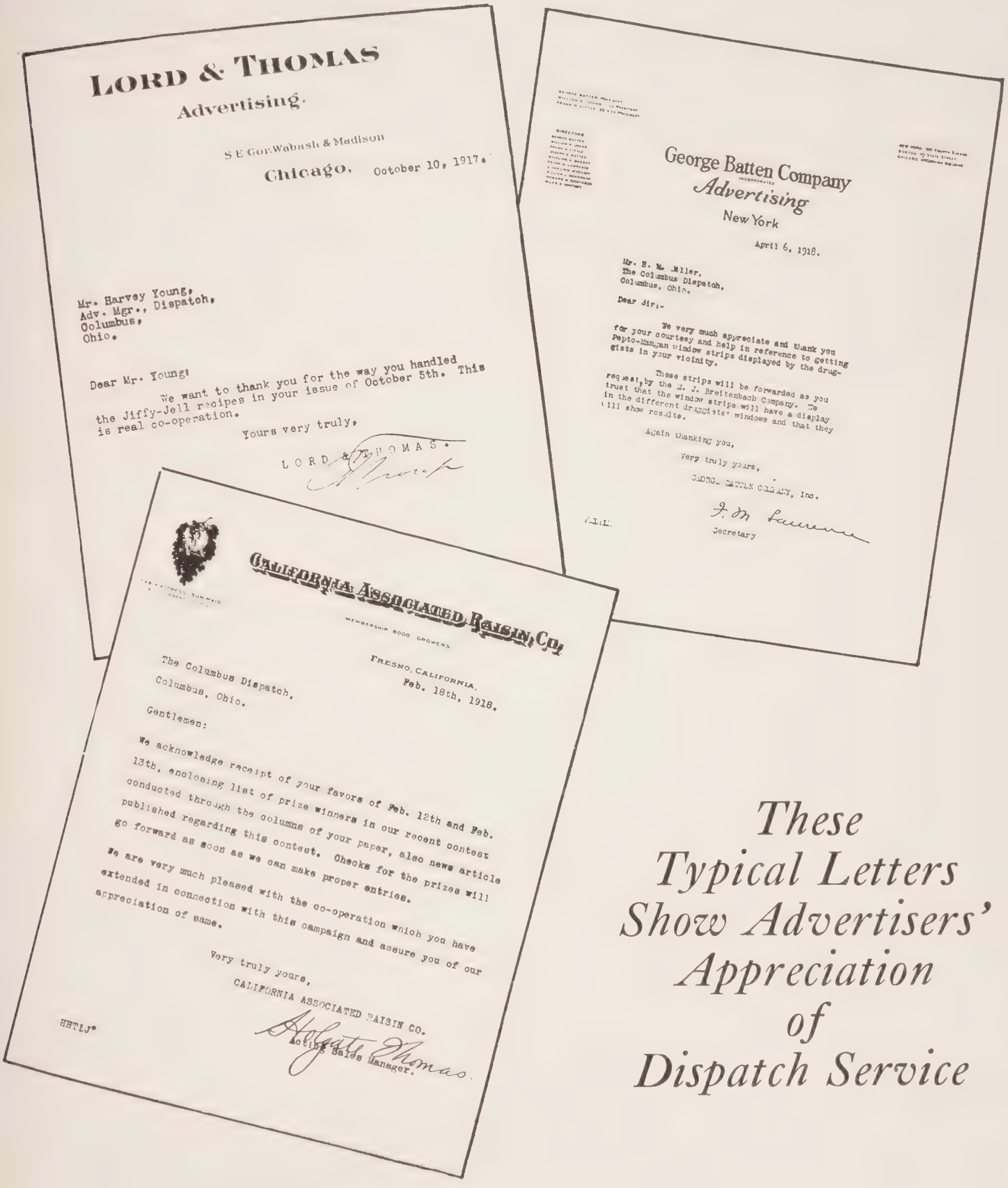
A foremost feature of The Dispatch Service Bureau cooperation with advertisers is stimulation of dealer interest in goods advertised in the paper.

Retailers are listed and divided into routes according to ease of accessibility. Members of the Bureau are constantly traveling over these routes, cooperating with both the National Advertisers and the dealers in merchandising goods advertised in The Dispatch.

Dealer interest is further aroused—especially among grocers—through annual window display contests and similar competitive features.

Sales representatives of manufacturers and advertising agencies are cordially invited to make The Columbus Dispatch their headquarters while working the territory. For their convenience, adequate equipment of desks, stenographers, and telephone service is provided. Route sheets of both grocers and druggists are furnished to traveling representatives upon request.

Members of the Bureau will personally cooperate with the advertisers sales force in every way possible.



LORD & THOMAS

Advertising.

S E Cor. Wabash & Madison

Chicago, October 10, 1917.

Mr. Harvey Young,
Adv. Mgr., Dispatch,
Columbus,
Ohio.

Dear Mr. Young:

We want to thank you for the way you handled the Jiffy-Jell recipes in your issue of October 5th. This is real co-operation.

Yours very truly,

LORD & THOMAS.

George Batten Company
INCORPORATED
*Advertising*
New York

April 6, 1918.

Mr. H. M. Miller,
The Columbus Dispatch,
Columbus, Ohio.

Dear Sir:-

We very much appreciate and thank you for your courtesy and help in reference to getting Pepto-Manyan window strips displayed by the druggists in your vicinity.

These strips will be forwarded as you request, by the J. J. Breitenbach Company. We trust that the window strips will have a display in the different druggists' windows and that they will show results.

Again thanking you,

Very truly yours,

GEORGE BATTEN COMPANY, Inc.

F. M. Lawrence
Secretary

CALIFORNIA ASSOCIATED RAISIN CO.

MEMBERSHIP 6000 GROWERS

FRESNO, CALIFORNIA,
Feb. 18th, 1918.

The Columbus Dispatch,
Columbus, Ohio.

Gentlemen:

We acknowledge receipt of your favors of Feb. 12th and Feb. 13th, enclosing list of prize winners in our recent contest conducted through the columns of your paper, also news article published regarding this contest. Checks for the prizes will go forward as soon as we can make proper entries.

We are very much pleased with the co-operation which you have extended in connection with this campaign and assure you of our appreciation of same.

Very truly yours,
CALIFORNIA ASSOCIATED RAISIN CO.
Acting Sales Manager.

HHTLJ*

# *These Typical Letters Show Advertisers' Appreciation of Dispatch Service*

# *The Columbus Dispatch and the Newspaper Appeal*

IN ORDER that he may spend his advertising appropriation intelligently in Ohio, it is essential that every national advertiser—or every advertising agency handling a national account—should realize the pre-eminence of The Columbus Dispatch in its circulation radius.

The Columbus Dispatch occupies a place of recognized importance, both in its own territory and throughout the state. It is a definite part of the daily life of the community—as much a part as the local government, the schools and business. It has been a prominent factor in the development of Columbus and Central Ohio. Its patriotic policies serve as the guiding influence of thousands. It is a real American newspaper, published in a real American city.

The organization behind The Dispatch has been builded over a period of years. Its editorial executives of today are its reporters of yesterday.

Throughout newspaperdom, The Dispatch is known for its metropolitan appearance and the neatness of its make-up and the selection of the material which enters into it.

Chief among its numerous features are Ireland's cartoons, which not only are followed religiously by its readers, but are reproduced in many national mediums.

That the 150,000 actual buyers reached by The Columbus Dispatch circulation feel the Columbus Dispatch plays an important part in their daily lives is evidenced by the fact that the majority of these individuals are regular subscribers and pay $10.00 each year in order that they may have The Dispatch delivered at their homes every evening and Sunday morning.

# *The Advertiser, the Newspaper, the Dealer and the Public*

The necessity of the newspaper as a medium for the National Advertiser is emphasized by The Bureau of Advertising, American Newspaper Publishers Association in the following:

"The supreme advantage of newspaper advertising, one which no other medium shares with it even remotely, is that it reaches every day, every consumer of every product, everywhere.

"The manufacturer who decides upon a newspaper campaign in any community needs no gift of argument to show the dealer that widespread demand for his product will follow. The dealer is ready to handle products that sell easily. He himself is a newspaper reader—often an advertiser. It is not necessary to 'sell him' on newspaper advertising. He knows what it will do.

"As matters stand, newspaper advertising is sold at a rate per line per thousand of circulation that makes competition upon that score impossible.

"The manufacturer who uses newspaper space in logical markets has the good will of the trade because he is doing his utmost to create direct, widespread demand. His selling cost is low, because he has concentrated. He can expand at will, and as he progresses, adding steadily to his markets, he makes each field a stronghold.

"Advertisers are constantly investigating the appeal which advertising mediums exert on women.

"The question broadly answers itself in that women do over 80 per cent of the retail buying and newspapers carry far more advertising than all other mediums combined.

"Newspapers in all communities are analyzing their markets for the benefit of the National Advertiser, so that an advertising campaign in newspapers represents an element of exactness unknown to other media.

"This knowledge of market conditions and this certainty that retailers will cooperate, is guarantee that the manufacturer's newspaper message will get to the spot it was intended to reach."

# *The Grocer, The National Advertiser and The Columbus Dispatch*

CONCRETE illustration of the co-operation rendered by The Dispatch Service Bureau to national advertisers is its activity among grocers, both in Columbus and throughout the paper's circulation radius.

The 733 retail grocers in immediate Columbus territory have been organized for Dispatch service and divided into 26 routes.

In the windows of 486 of these stores are displayed signs bearing the legend "This Store Gives Quality Value Service. We Sell Products Advertised in The Dispatch."

Of the grocers throughout Central Ohio, 2,024 are located where fifty or more copies daily of The Dispatch are circulated, and these outside grocers have been organized just as those in Columbus have been organized.

Special bulletins and letters are sent by The Dispatch Service Bureau to retail grocers in the interest of the foreign advertiser.

Data important to national advertisers has thus been obtained.

*A Typical Window Display and Dispatch Dealer Signs*

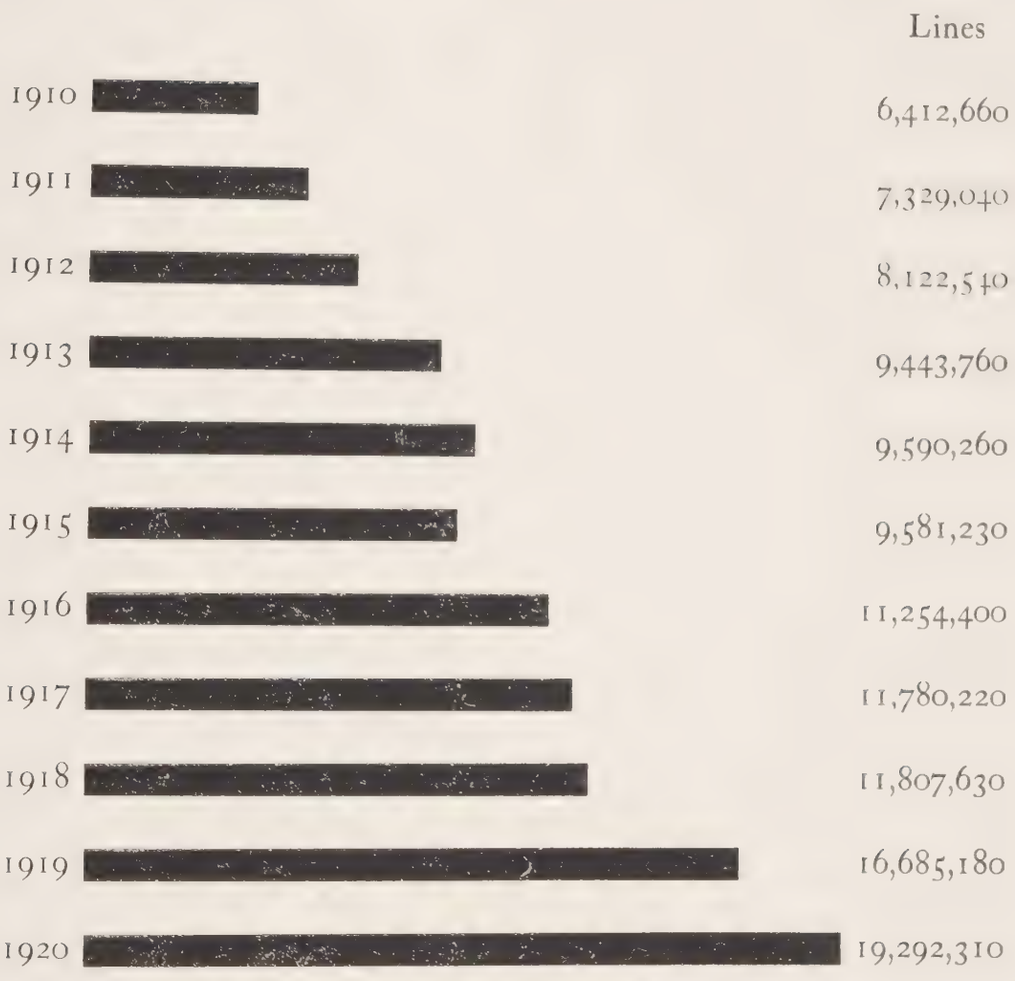
# *What Is Dispatch Service?*

DISPATCH service does not mean an organized specialty sales service nor has this newspaper any stereotyped forms of co-operation. It carefully analyzes each individual case and acts in an advisory capacity, bending every effort to intelligently assist in the carrying out of the carefully laid plans of its advertisers.

The Dispatch Service Department makes accurate investigations of conditions in Columbus and The Dispatch radius. These surveys are conducted in the sole and confidential interest of the product and products in question and are not made along general lines and sent to all of your competitors.

This department suggests sales plans, routes your salesmen, secures locations for window displays, directs your detail crew, stimulates dealer interest, intensifies consumer desire and assists in copy and art preparation.

# *The Increase in Advertising in The Columbus Dispatch Since 1910*



# *The Druggist, The National Advertiser and The Columbus Dispatch*

IN the city of Columbus proper approximately $9,581,150 is expended annually for drugs and medicines averaging $174 per family. This medical merchandise is distributed through three jobbing houses and 159 retail drug stores.

The spirit of co-operation that exists between The Dispatch and druggists of Columbus and Central Ohio is exemplified by the fact that scarcely a day passes but what one or more druggists in The Dispatch territory calls the Service Department of this newspaper for some advice or information regarding Dispatch medical advertising.

The Dispatch maintains a working agreement with all druggists in the city by which the druggist directs to this office all inquiries regarding trade routes or advertising information.

*The Dealer, The Jobber and The Home Paper*

It is a consequence of man's universal provincialism that dealers and jobbers place more confidence in advertising which appears in their home papers than those of foreign localities.

While the National Advertiser *may* reach the dealers and jobbers he desires through other media, he is *certain* to reach them—and at appreciably lower cost—through the local newspaper.

Just as big business grows bigger on intensive small selling in thousands of localities, so National Advertisers can build up their sales by intensive advertising in the leading medium in worth-while localities.

It has already been demonstrated that the Columbus territory is a fertile field for the National Advertiser. With even greater force it has been demonstrated that The Columbus Dispatch dominates Central Ohio.

# *How Dispatch Service Helps Solve Your Marketing Problems in Columbus*

The Columbus Dispatch maintains a tangible, cooperative Service for the purpose of obtaining Market Surveys for your special product. These Surveys are systematically and exhaustively conducted to give you true facts on the prevailing and prospective market conditions.

In September, 1920 alone, we conducted twenty Surveys on twenty well known products. A few of these Surveys are as follows:

Sept. 2. Survey of print shops together with an estimate of the annual consumption of paper in Columbus was made for the Bureau of Advertising, American Publishers Association.

Sept. 4. Survey of Nut Margarine sales in Columbus territory made and forwarded to the Hancock Payne Advertising Agency.

Sept. 10. Survey of Toilet Preparations giving a complete report of lineage used by various agencies in the interest of toilet preparations from January to June of this year, inclusive. Enclosed proofs of ads. Also report of net cost of space. Service rendered The Erickson Agency in the interest of Pear's Soap.

Sept. 17. Survey on electricity distribution in Columbus furnished The Lees Advertising Agency.

Survey of table syrup trade—reporting number of wholesalers, merchandise brokers and retail grocers. Number of brands sold, volume and prices furnished The J. W. Cannon Advertising Agency.

In September 1920 the Columbus Dispatch carried 236,690 lines of foreign advertising—a gain of 4,950 lines for the same month in 1919, and more than the other Columbus papers combined.

More manufacturers and distributors of Food and Grocery products find access to the Great Central Ohio Market through The Dispatch than through any other Columbus Newspaper.

# *Getting Your Goods Off the Dealer's Shelves*

IT IS THE continuous "turn over" that brings profits to the dealers—and to the manufacturers.

Given an article, average in price and quality, the trained salesman will have little difficulty in persuading a retailer to place it on his shelves.

The real problem for the salesman—as well as for his principal—is in getting the goods *off* the dealer's shelves. For, unless the dealer disposes of his goods in a reasonable period of time, he naturally will not give a repeat order.

There is but one sure way of creating a consumer demand for these goods—through forceful advertising in the newspaper which goes into every home and interests the largest number of buyers.

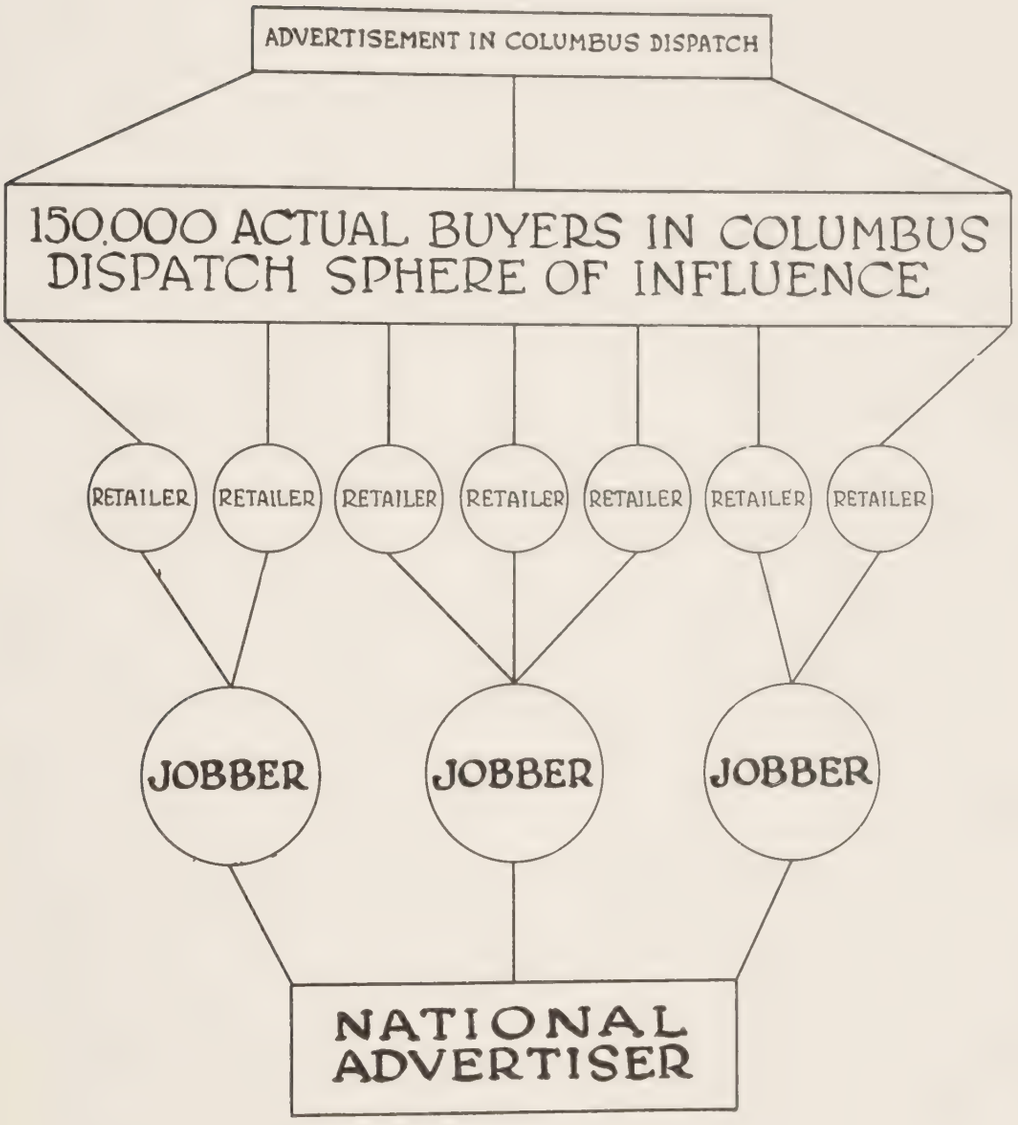
In Central Ohio that Newspaper is The Dispatch.

## *Automobile and Accessory Dealers Prefer The Columbus Dispatch*

Just as the automobile plays a vital part in influencing the social and commercial life of Central Ohio, so does The Columbus Dispatch play a vital part in influencing prospective purchasers of automobiles and automobile accessories.

In 1920 The Dispatch carried 1,600,880 lines of advertising, placed by dealers and manufacturers of automobiles, tires and accessories.

# *Visualizing the Pressure of an Advertisement in The Dispatch*



# *Applying the "Acid Test" to The Columbus Dispatch*

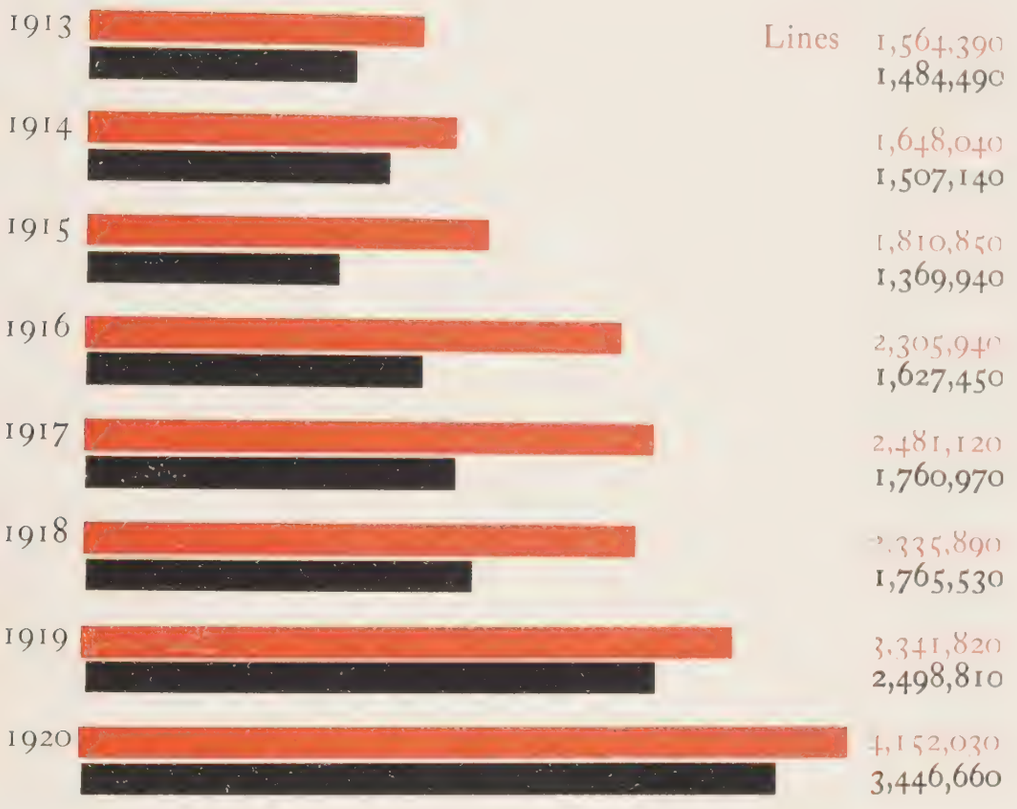
FROM THE TIME that advertising came to be recognized as more than sheer exploitation, the "acid test" of newspaper value as an advertising medium has been the amount of classified advertising carried in its columns.

That The Columbus Dispatch can stand this "acid test" is evidenced by the fact that from the year 1914 it has carried more lines of classified advertising than all other Columbus papers combined.

This predominance of The Columbus Dispatch in classified advertising is summarized in the following tables:

| | | |
|---|---|---|
| 1913 | Dispatch | 1,564,390 |
| | Combined Competitors | 1,484,490 |
| | Dispatch Excess | 7,900 |
| 1914 | Dispatch | 1,648,040 |
| | Combined Competitors | 1,507,140 |
| | Dispatch Excess | 140,900 |
| 1915 | Dispatch | 1,810,850 |
| | Combined Competitors | 1,369,940 |
| | Dispatch Excess | 440,910 |
| 1916 | Dispatch | 2,305,940 |
| | Combined Competitors | 1,627,450 |
| | Dispatch Excess | 678,490 |
| 1917 | Dispatch | 2,481,120 |
| | Combined Competitors | 1,760,970 |
| | Dispatch Excess | 720,150 |
| 1918 | Dispatch | 2,335,890 |
| | Combined Competitors | 1,765,530 |
| | Dispatch Excess | 570,360 |
| 1919 | Dispatch | 3,341,820 |
| | Combined Competitors | 2,498,810 |
| | Dispatch Excess | 843,010 |
| 1920 | Dispatch | 4,152,030 |
| | Combined Competitors | 3,446,370 |
| | Dispatch Excess | 705,660 |

# *Visualizing The Columbus Dispatch Dominance in Classified Advertising Since 1913*




Red: The Dispatch: Black: Other Columbus Dailies.

# *The Columbus Dispatch Dominates in Ohio*

THE 19,292,310 lines of advertising carried in The Dispatch in 1920 establishes a record, not alone for Columbus newspapers, but for Evening and Sunday papers throughout the entire State.

Through this lineage, The Dispatch takes rank among the great metropolitan dailies of the United States—for in the whole country there are only five in the evening and Sunday field whose paid advertising totaled more, or as much, in 1920 as that of the Dispatch.

The wealth of The Dispatch circulation radius in industry and agriculture, and the unit purchasing power of its families have been shown.

For a concentrated advertising campaign The Dispatch affords a medium unique in its power to reach the worthwhile families who have the means to gratify their desires.

Moreover, the tremendous amount of advertising carried by The Dispatch in 1920 is but the continuance of the steady growth in advertising which The Dispatch has shown since 1910—a growth which may best be visualized from the accompanying chart.

# *The Columbus Dispatch Dominates All Lines---Figures for Year 1920*

| | Lines Display | Dispatch Excess |
|---|---|---|
| Department Stores | | |
| Dispatch | 5,618,320 | |
| Other Dailies | 3,112,648 | 2,505,672 |
| Furniture | | |
| Dispatch | 1,125,524 | |
| Other Dailies | 1,090,500 | 35,024 |
| Foods and Groceries | | |
| Dispatch | 931,196 | |
| Other Dailies | 743,390 | 187,806 |
| Pianos and Music | | |
| Dispatch | 728,156 | |
| Other Dailies | 693,993 | 34,163 |
| Medicine—Drug Stores | | |
| Dispatch | 1,101,723 | |
| Other Evening Paper | 816,605 | 285,028 |
| Morning Paper | 407,562 | 694,161 |
| Men's Wear | | |
| Dispatch | 721,415 | |
| Other Evening Paper | 306,979 | 414,436 |
| Morning Paper | 444,186 | 277,229 |
| Shoes | | |
| Dispatch | 563,595 | |
| Other Evening Paper | 225,095 | 338,500 |
| Morning Paper | 419,735 | 143,860 |
| Cigars, Cigarettes, Tobacco | | |
| Dispatch | 130,194 | |
| Other Evening Paper | 62,900 | 67,294 |
| Morning Paper | 74,725 | 55,469 |
| Automobiles and Accessories | | |
| Dispatch | 1,600,880 | |
| Other Evening Paper | 1,054,628 | 546,272 |
| Morning Paper | 818,638 | 782,842 |

A CORRECTION

In last two lines substitute "Morning Paper" for "Other Evening Paper" and "Other Evening Paper" for "Morning Paper."

# *Recapitulation of Ohio's Ranking Position in the Union*

*First in Money Assets*

Ohio leads all other states in the growth and development of Building and Loan and Bank assets.

*First in Diversity of Farm Products*

Ohio's area is only about one half that of Kansas yet has more than three times as many wealthy Farmers averaging in wealth over $10,000 each.

*First in Production of Fire Clay*

1,811,940 tons of fire clay was produced in Ohio in 1919 and molded into pottery.

*Second in Number of Motor Cars Owned*

New York State with approximately twice the population of Ohio, is the only one in the United States that leads Ohio in automobiles owned. In Ohio there is an average of one car to every ten persons.

*Fourth in Mining Coal*

Coal is mined in thirty of Ohio's 88 counties. During the year of 1920, there were mined over 45,000,000 tons.

*First in Sale of War Stamps*

In addition to Ohio being the premier state in the sale of War Stamps during the War, she has sold more than ten per cent of all War Savings Stamps in the entire country, yet she has only one-twentieth of the entire population.

*It is for very evident reasons that Ohio has long been known as the key state. She is a leader in Road Building; Industrial Activities; Education; Transportation Systems and other lines of progress.*

Date Due

MAY 8 1958

APR 15 1966

AUG 8 1968

8-3-79

5-80

JUL 16 1996

JUN 19 1996

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OHIO, THE KEY STATE FOR THE NATIONAL ADV

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